



Board of Directors Meeting

Tuesday, August 6, 2024

2:00 p.m.

Visit Carlsbad Office: 3088 State Street #103, Carlsbad 92008

Agenda

Welcome & Call to Order

Stripe

Self-Introductions

Stripe

Public Comment

Stripe

Members of the public are welcome to make comments on items on the agenda and not on the agenda.

Informational Items

CEO Report April – June 2024

Sidoriak

Report on CEO goals achieved and related bonus payment

Stripe

Financial update

Sidoriak

Establishment of regular meetings

Sidoriak

Action Items

1. Approval of June 5, 2024 Meeting Minutes

Stripe

Board members will review and consider for approval the minutes of the prior meeting.

2. Approval to Increase President/CEO Expenditure Authority

Stripe

Board will discuss and vote to approve to increase the President/CEO expenditure authority to \$150,000 for budgeted expenses.

3. Approval to Increase Board Chair Expenditure Authority

Zwirek

Board will discuss and vote to approve to increase the Board Chair expenditure authority to \$200,000 for budgeted expenses.

4. Grant Application – St. Michael's Jazz Fest

Sidoriak

Board members will discuss and consider the grant application from St. Michael's by-the-Sea for St. Michael's Jazz Fest.



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|---|-----------------|
| 5. Grant Application – Challenge Walk MS: Southern California
<i>Board members will discuss and consider the grant application from the National Multiple Sclerosis Society for Challenge Walk MS: Southern California.</i> | Sidoriak |
| 6. Grant Application – Toast of Carlsbad
<i>Board members will discuss and consider the grant application from Team Player Productions for Toast of Carlsbad.</i> | Sidoriak |
| 7. Approval of CEO Employment Agreement Terms
<i>Board members will discuss and consider the terms of the CEO Employment Agreement.</i> | Stripe |
| 8. Approval of Extending Carlsbad Good Ride
<i>Board members will discuss and consider a new contract with Circuit Transit to continue Carlsbad Good Ride shuttle service.</i> | Sidoriak |
| 9. Adjournment | Stripe |

Future meeting dates:

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and 24 hours prior to a special meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Tina Burke at (760) 248-8478 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides as a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



Special Board of Directors Meeting Minutes

Meeting Details

Date: June 5, 2024

Time: 2:00 p.m. PT

Location: Visit Carlsbad Office - 3088 State Street #103, Carlsbad, CA 92008

Attendees

Quorum confirmed with the following five members in attendance in person:

Board Members

Tim Stripe, Chair

Rob Stirling, Vice Chair

Nicole Buczek, Member

Yolanda Hartley, Member

Kurt Stocks, Member

Other Attendees

Kim Sidoriak, President & CEO, Visit Carlsbad

Tina Burke, Finance & Administration Manager, Visit Carlsbad

Absences

Michelle Zwirek, Secretary/Treasurer

Bryan Hart, Member

Call to Order

Meeting called to order by Chair Stripe at 2:02 p.m.

Self-Introductions

Self-introductions were omitted as all in attendance knew each other.

Public Comment

Chair Stripe called for public comments; there was none.

Informational Items

Chair Stripe provided an update from the Ad Hoc Compensation Committee. Stripe and Zwirek met with Sidoriak regarding Sidoriak's contract which ends September 29, 2024. There will be another meeting with Sidoriak and the committee to discuss follow up items. Stripe also reported that Sidoriak's fiscal year 2024 goals are mostly on track, but certain numbers are still pending to finalize. The Ad Hoc Compensation Committee plans to provide an update at the next board meeting.



Action Items

1. Approval of April 25, 2024 and May 1, 2024 Meeting Minutes

Chair Stripe presented the April 25, 2024 board meeting minutes for approval.

Motion to approve the April 25, 2024 board meeting minutes was made by Buczek; seconded by Stirling.

Vote:

In favor: Stripe, Stirling, Buczek and Hartley

Abstain: Stocks

Motion passed.

Chair Stripe presented the May 1, 2024 special board meeting minutes for approval.

Motion to approve the May 1, 2024 special board meeting minutes was made by Stocks; seconded by Buczek.

Vote:

In favor: Stripe, Stirling, Buczek and Stocks

Abstain: Hartley

Motion passed.

2. Approval of Fiscal Year 2025 Budget

Sidoriak presented the fiscal year 2025 budget. She also explained there are additional funds available outside the proposed budget due to carryovers from the prior fiscal year. Those funds could potentially be used for other unique programs and opportunities and would be brought to the board for approval.

Motion to approve the 2025 budget was made by Stocks; seconded by Hartley.

Vote: All in favor.

Motion passed.

3. Approval of Ad Agency Contract

Sidoriak presented an ad agency contract with 62Above for a total of \$2.2M for fiscal year 2025. This will be the third contract with 62Above and Visit Carlsbad has been satisfied with their performance. Sidoriak stated an RFP process was completed in fiscal year 2022 which led to 62Above's appointment and typically destination marketing organizations put their advertising agency contracts out to RFP every 3-5 years.



Motion to approve the ad agency contract with 62Above was made by Stocks; seconded by Buczek.

Vote: All in favor.

Motion passed.

4. Approval of PR Agency Contract

Sidoriak presented a PR agency contract with J/PR for a total of \$181,560 for fiscal year 2025. She noted there is an increase of 4% from the prior fiscal year contract which is part of an annual increase agreed to in the original master services agreement. J/PR was chosen after an RFP process last fiscal year and their performance is evaluated based on media placements and reach of media placements.

Motion to approve the PR agency contract with J/PR was made by Stocks; seconded by Hartley.

Vote: All in favor.

Motion passed.

5. Approval of Group Incentive Program Offer

Sidoriak presented various scenarios for possible changes to the Group Incentive Program offer for fiscal year 2025. Discussion ensued and it was decided to keep the offer the same as the most recent offer for both financial and consistency considerations. Highlights of this offer are: 5% incentive with a maximum incentive of \$20,000 and must contract to actualize in months of November through March. Staff has projected the Group Incentive Program offer as proposed will contract about \$235,000 in fiscal year 2025 but not all will actualize in fiscal year 2025. Tina Burke reported that there is about \$513,000 of Group Incentive Program commitments made prior to June 2024 that will come due and be paid in fiscal year 2025. The Group Incentive Program budget for fiscal year 2025 is \$700,000.

Motion to approve a Group Incentive Program offer for fiscal year 2025 with the same criteria as the most recent offer was made by Buczek; seconded by Stirling.

Vote: All in favor.

Motion passed.



6. **Adjournment**

Chair Stripe called to adjourn the meeting at 3:18 p.m.

Michelle Zwirek, Secretary/Treasurer

DRAFT



EVENT GRANT APPLICATION

July 1, 2023 - June 30, 2024

Applicant Information

Name of Proposed Program/Event: St. Michael's Jazz Fest

Name of Applicant/Organization: St. Michael's by-the-Sea

Address: 2775 Carlsbad Blvd. Carlsbad, Ca 92008

Contact Name: Fr. Doran Stambaugh

Title: Rector

Email: frdoran@stmbts.org

Phone: 760-730-2820

Federal Tax ID #: 51-0176460

Amount of Grant Request:

\$ \$5,000

Total Event Budgeted Expenses:

\$ \$42,200

This application is for:

☒ Placemaking Event

☐ Brand Positioning Event

☐ Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: September 28-29

Is the date firm? Yes

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

Modeled on the New Orleans Jazz and Heritage Festival, St. Michael's Jazz Fest is a free annual weekend music festival held on or near the Feast of St. Michael and All Angels (September 29th) celebrating the seminal American music from New Orleans, traditional jazz and blues, brass band music, including national, local, high-school, college and armed forces bands. The principal location is St. Michael's campus.

Describe how the program/event will benefit tourism in Carlsbad:

We envision St. Michael's Jazz Fest to grow in to a destination event: for San Diego County, Southern California, and beyond. A key feature of the event is to host a headlining act from New Orleans, the birthplace of jazz. In 2024 we have secured the grammy-award winning, New Orleans legendary Rebirth Brass Band. Not only their presence bless local attendees, but it will also attract music fans from distant locals.

Projected number of out-of-town visitors: 400

Projected number of hotel room nights utilized: 1

Describe the estimated media coverage of the event:

Target markets for St. Michael's Jazz Fest include San Diego County and Southern California region, band families and residents, Carlsbad by the Sea residents. Media coverage will include Facebook/IG ads, flyers, CVA, Carlsbad Chamber, and Visit Carlsbad, Carlsbad Magazine, Coast News, Jazz Legends Podcast, local television and KSDS 88.3

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

While St. Michael's has hosted the Carlsbad Music Festival for over ten years, this will be the first annual St. Michael's Jazz Fest!

Describe program/event history, compliance, success, etc.:

While this is the first annual St. Michael's Jazz Fest, St. Michael's by-the-Sea has hosted the Carlsbad Music Festival for over 10 years, and served as "Festival Hub" for many festivals. As such, our parish campus and community as served as host to this much love Carlsbad event. The Carlsbad Music Festival grew to serve thousands of excited music lovers over the years, who traveled from all over California and the US

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

So far St. Michael's Jazz Fest has received \$33,000 in private donations as seed-funding to help launch this event. Additional funding sources include suggested donation for attendees (event is FREE, but suggested donations will be requested), food vendor fees, beer sales (beer is donated by Pizza Port), individual donors, corporate sponsorships, and grants.

Describe how grant funds would be used:

The vision for the grant funds is to use them to directly support the musicians billed to play at the event. The total artist budget is \$20,000. A grant from Visit Carlsbad would support 25% of the artist budget!

Applicant Background

This applicant is a (an):

☒ Nonprofit ☐ For-Profit ☐ Local Public Agency ☐ Individual ☐ Other

Years in Business: 130 Number of Employees: 11 Number of Volunteers: 70-80

List any other organizations, agencies, or businesses partnered on this application.

St. Michael's Jazz Fest community partners include Army/Navy Academy, United States Marine Corps, Pizza Port, Carlsbad Village Association, Carlsbad Chamber of

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

In addition to the location of this unique music festival being in 'the heart of Carlsbad Village', support from Carlsbad Village Association, Carlsbad Chamber of Commerce, and hopefully Visit Carlsbad!, makes St. Michael's Jazz Fest quintessentially Carlsbad!

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

☒ I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: _____

Name: Fr. Doran Stambaugh

Title: Rector

Date: 6/30/24

Clear Application

Print Application

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)		
Print Advertising (Magazines, newspapers, billboards)	Coast News Advertising costs	\$ 400.00
Broadcast Advertising (Television, radio)		
Creative Production (Filming video content, creating a website, printing flyers)		
Direct Mail		
Operational Costs	Local hotel accommodations for headliner Rebirth Brass Band from New Orleans	\$ 1,700.00
	Local Jazz Band	\$ 1,200.00
	Local Jazz Band	\$ 1,200.00
	Local High School Jazz Band	\$ 500.00
Total		\$ 5,000.00



ST. MICHAEL'S JAZZ FEST

Village Building Through the Joy of Music

VISION

Modeled on the New Orleans Jazz and Heritage Festival, St. Michael's Jazz Fest is a free annual weekend music festival held on or near the Feast of St. Michael and All Angels (September 29th) celebrating the seminal American music from New Orleans, traditional jazz and blues, brass band music, including national, local, high-school, college and armed forces bands. The principal location is St. Michael's Church in Carlsbad Village, with second line parade routes in the surrounding neighborhood.



EVENT GOALS

Host an annual community music festival that:

- Celebrates Jazz Music: America's original art form.
 - Educates the community on the cultural significance and history of Jazz
 - Builds and strengthens the local community through the joy of music and dance
-

BACKGROUND

- Carlsbad Music Festival 2013 - 2023
- Jazz Evensong 2020 - 2024
- Jazz Legends Podcast 2024





JAZZ EVENSONG

Duke Ellington referred to jazz as “the only unhampered, unhindered expression of complete freedom yet produced in this country.” Ken Burns calls jazz an “utterly American art form” and a “profound intersection of freedom and creativity.”

St. Michael’s Jazz Evensong was born out of a desire to bring this freedom, creativity, and joy to people during the dark days of anxiety and isolation experienced through the COVID-19 pandemic. These gatherings are a unique blend of exceptional jazz rooted in the context of Anglican meditation and prayer. They are held every Sunday afternoon and offered free of charge to the community.



JAZZ LEGENDS PODCAST

Conversations about the all-time jazz legends from local jazz legends Gunnar Biggs, Keith Bishop, Joey Carano, Leonard Thompson, and Bob Weller. Soak in their stories and expertise as they prep for their Sunday night shows at St. Michael's-by-the-Sea in Carlsbad, California.



EVENT OVERVIEW

FESTIVAL DAY

Saturday, September 28 11-8pm

A full day of music on St. Michael's campus includes a diverse array of local jazz and brass bands, culminating with a New Orleans-based headliner.

GOSPEL & DONUTS

Sunday, September 29 11-2pm

The weekend concludes with a celebration of the Feast of St. Michael and All Angels complete with joyful gospel music from a local brass band!

EVENT PARTNERS



CARLSBAD BY THE SEA

GUEST PROFILE

- Individuals, couples, and families of all ages and backgrounds
- Music lovers everywhere
- 750-950 attendees

MARKETING STRATEGY

Target Markets

- Immediate San Diego County community
- Carlsbad by-the-Sea residents
- Band family and friends
- Once established, market as a destination Event

Marketing

- Facebook/IG ads
 - Print-outs
 - CVA, Carlsbad Chamber, Visit Carlsbad
 - Carlsbad Magazine
 - Coast News
 - Jazz Legends Podcast
 - Social Media
 - KSDS Jazz 88.3
-



EVENT GRANT APPLICATION

July 1, 2024 - June 30, 2025

Applicant Information

Name of Proposed Program/Event: _____

Name of Applicant/Organization: _____

Address: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Federal Tax ID #: _____

Amount of Grant Request:

\$ _____

Total Event Budgeted Expenses:

\$ _____

This application is for:

_____ Placemaking Event _____ Brand Positioning Event _____ Room Night Driving Event

Program/Event Description *(Use additional pages if necessary):*

Proposed date or timeframe of event: _____ Is the date firm? _____

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

Describe how the program/event will benefit tourism in Carlsbad:

Projected number of out-of-town visitors: _____

Projected number of hotel room nights utilized: _____

Describe the estimated media coverage of the event:

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

Describe program/event history, compliance, success, etc.:

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

Describe how grant funds would be used:

Applicant Background

This applicant is a (an):

____ Nonprofit ____ For-Profit ____ Local Public Agency ____ Individual ____ Other

Years in Business: _____ Number of Employees: _____ Number of Volunteers: _____

List any other organizations, agencies, or businesses partnered on this application.

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.


Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

 X I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature: 

Name: _____

Title: _____

Date: _____

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	Digital advertising through national and local social media pages including our national Facebook page, national X/Twitter page, and national Instagram page, as well as our local Challenge Walk MS focused Facebook page. National budget for search engine and display advertising. Email marketing to all registered and non-registered participants from FY21-FY24, Partners in MS Care including UCSD, UCI, The Neurology Center, Adapt Functional Movement, sponsor contacts including TG Therapeutics, Octavebio, Biogen, Mobility Works.	\$ 4,500
Print Advertising (Magazines, newspapers, billboards)		
Broadcast Advertising (Television, radio)	Local partnership with NBC 7 - donated television air time with local president Renata Sahagian for promoting local events including Challenge Walk MS	\$ -
Creative Production (Filming video content, creating a website, printing flyers)		
Direct Mail	Promotional flyers and brochures to Challenge Walk participants both registered and not yet registered as well as packet mailings to Partners in MS Care (UCSD, UCI, The Neurology Center, Adapt Functional Movement)	\$ 500
Operational Costs		
Total		<u>\$ 5,000</u>



EVENT GRANT APPLICATION

July 1,2023 -June 30,2024

Applicant Information

Name of Proposed Program/Event: Toast of Carlsbad

Name of Applicant/Organization: Team Player Productions

Address: 1191 I-70 Frontage Rd N Unit 102 Wheat Ridge, CO 80033

Contact Name: Ryan Slater

Title: Chief Operations Officer

Phone: 303-777-6887

Email: ryan@tppevents.com

Federal Tax ID #: 81-0545842

Amount of Grant Request: \$ 50,000

Total Event Budgeted Expenses: \$ 387,400

This application is for:

☐ Placemaking Event ☒ Brand Positioning Event ☐ Room Night Driving Event

Program/Event Description (Use additional pages if necessary):

Proposed date or timeframe of event: Is the date firm?

The proposed date for the festival is March 6th-9th, 2025. This date is firm for 2025 due to contractual obligations with Omni La Costa, but can be reevaluated in 2026

Describe your program or event: *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

Team Player Productions is proud to present the Toast of Carlsbad to the City of Carlsbad. Guests will be able to enjoy a weekend of elevated sips, expert pairings and wine

adventures while soaking in the beauty of Carlsbad. Patrons will have the ultimate wine experience with a selection of over ten a-la-carte events taking place throughout the city. These events include expertly paired lunches and dinners at various restaurants in town, paired wine activities such as hiking, golfing, and paddle boarding, and so much more. The Omni La Costa will be the host resort of the festival and will be highlighted in the Grand Tasting event that is the ultimate showcase of all things Carlsbad. The goal is to make the Toast of Carlsbad an annual event for guests to come to year after year.

Describe how the program/event will benefit tourism in Carlsbad:

The purpose of the festival is to bring in out of state and out of town guests to the City of Carlsbad. The programming of the festival is set up in a way to encourage guests to stay multiple nights with events happening over multiple days. The festival hopes to spread programming all over the City by partnering with local businesses and restaurants to host various events. The Grand Tasting event hopes to highlight local chefs/wineries/breweries etc so that guests can experience all the great options that Carlsbad has to offer

Projected number of out-of-town visitors: 500

Projected number of hotel room nights utilized: 1500

Describe the estimated media coverage of the event:

Team Player Productions works with Indie Creative PR, who specialize in food and beverage media relationships. For previous comparable first year events we have had 10-20 media and influencers cover these events. As the event grows, so does the notoriety and media coverage. In it's 4th year, Vail Wine Classic had 59 pieces of media coverage and 436k estimated views. Last year it was featured in Haute Living San Francisco, Avid Lifestyle Magazine, 5280 Magazine, Denver Post, Vail Daily, Eat Vail, 303 Magazine, Denver Westword and several other publications. Indie PR focuses on a healthy mix of national, regional, and local publications. TPP would utilize their services for our Carlsbad event to get in front of appropriate outlets.

Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? If so, how many times has it taken place?

This will be the inaugural year of the festival

Describe program/event history, compliance, success, etc.:

Although this will be the first year of the festival, Team Player Productions currently produces four other wine festivals in other destination markets with great success. TPP plans to replicate the success of these other festivals and bring that knowledge and success to Toast of Carlsbad. There is a proven track record and growth model that TPP utilizes to show the success of an event year after year

Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

The Toast of Carlsbad will rely on ticket sales, sponsorships, and vendor revenue to complement the funding request. The goal is to bring on sponsors and partners that can help generate more revenue for the event once funding has been granted

Describe how grant funds would be used:

The majority of funds will be allocated towards marketing efforts to drive overnight visitation from out of town guests. The remaining fund will go back to Carlsbad businesses with the food and beverage purchases for the event. These include spends at local restaurants partners, catering for the Best of Fest and Grand Tasting events, as well as local alcohol purchases from local suppliers.

Applicant Background

This applicant is a (an):

☐ Nonprofit ☒ For-Profit ☐ Local Public Agency ☐ Individual ☐ Other

Years in Business: 26 Number of Employees: 10 Number of Volunteers: 25

List any other organizations, agencies, or businesses partnered on this application.

Team Player Productions will be the sole producer of the festival

Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

The Toast of Carlsbad will be a destination driven event and will be marketed to out of state guests as a way to experience all things Carlsbad. By partnering with local hotels, businesses, and organizations in Carlsbad, we hope to showcase the very best in what Carlsbad has to offer. The festival would feature ancillary events happening all over town to showcase that Carlsbad is a destination for those guests who want their beach with a side of luxury.

Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

The applicant acknowledges and agrees to adhere to the reporting requirements described above.

RAS I acknowledge reporting requirements

Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

Authorized Signature:

Name: Ryan Slater

Title: Chief Operations Officer

Date: 7/25/2024

Submittal Information

To submit your application, email application and attachments to eventgrants@visitcarlsbad.com with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email eventgrants@visitcarlsbad.com.



Event Grant Application Supplement

Please indicate how grant funds would be spent on marketing and/or operational costs with as much detail as possible in the "Description" column. Add other categories as necessary in the blank rows provided.

Category	Description	Amount
Digital Advertising (Search engine marketing, display advertising, social media advertising, email marketing)	We will be hiring a PR company that will work both regionally and nationally to promote the festival. A third party agency will also be used for all Meta ads in various markets.	\$ 5,000
Print Advertising (Magazines, newspapers, billboards)	Print ads will be placed in select markets to drive awareness for the festival	\$ 5,000
Broadcast Advertising (Television, radio)		
Creative Production (Filming video content, creating a website, printing flyers)	A new website will be built to highlight the event and direct patrons to buy tickets, book lodging, and a page will be built with an explore Carlsbad page highlighting local businesses and attractions. We will hire a photographer/videographer to film the festival so that we have assets to use for future marketing efforts. We will also need to hire designers for logos, flyers, merchandise, branding, etc	\$ 5,000
Resort Costs	Most of the event will be taking place within a resort property and the majority of the funds will go towards lodging for staff and vendors as well as F&B that is purchased for the festival to showcase Carlsbad venues	\$ 20,000
F&B Cost	Local restaurants and chefs will be paid for participating in the festival. These chefs will be utilized during the Grand Tasting and Best of event to serve samples from their respective restaurants. this money goes directly back into the community.	\$ 15,000
Total		<u>\$ 50,000</u>